
WORKSHEET TO CREATE YOUR TELEPHONE PRESENTATION TO GAIN MORE APPOINTMENTS

USE THIS PRESENTATION WORKSHEET AS A GUIDE

1. Create your greeting. Write it out as you would say it.
2. List several questions to probe for rapport and to identify and position yourself. Be sure they are open-ended. Be sure they are assumptive.
3. Write out several advantages and benefits you deliver based on your vertical market and based on your product/service.
4. Create several alternative choice phrases. You should have one for AM/PM, days of week, specific times.

After you have this outline completed, practice with your spouse, manager, or others and keep on the wall/desk in front of you during the call(s).